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IN THE SPECIFICATION

Please replace the paragraph beginning on page 6, line 23 with the following amended paragraph:

The present invention is not limited to distribution networks that have two-way interactivity. Rather, the present invention may also be employed in a one-way system. When a match occurs in a one-way distribution network, the viewer may request the additional information by pressing a specified key on the remote control device 28, 28a, as previously explained in the two-way system. In the one-way system, however, the additional information may be broadcast on a carousel basis on a dedicated channel to all users on the network, but only obtained by those who have a match with the bit mask 30, and request the additional information based on the prompt. In this instance, the headend 12 also contains one or more carousel applications 44 ~~(not shown)~~ which cyclically repeat and transmit the additional information, which is stored in the information database 40, to the multiplexer 42 and through the distribution network 14. When a viewer in a one-way system seeks the additional information, the set top box 16 searches the broadcast stream for a particular channel for the encoded information and retrieves it for display.